

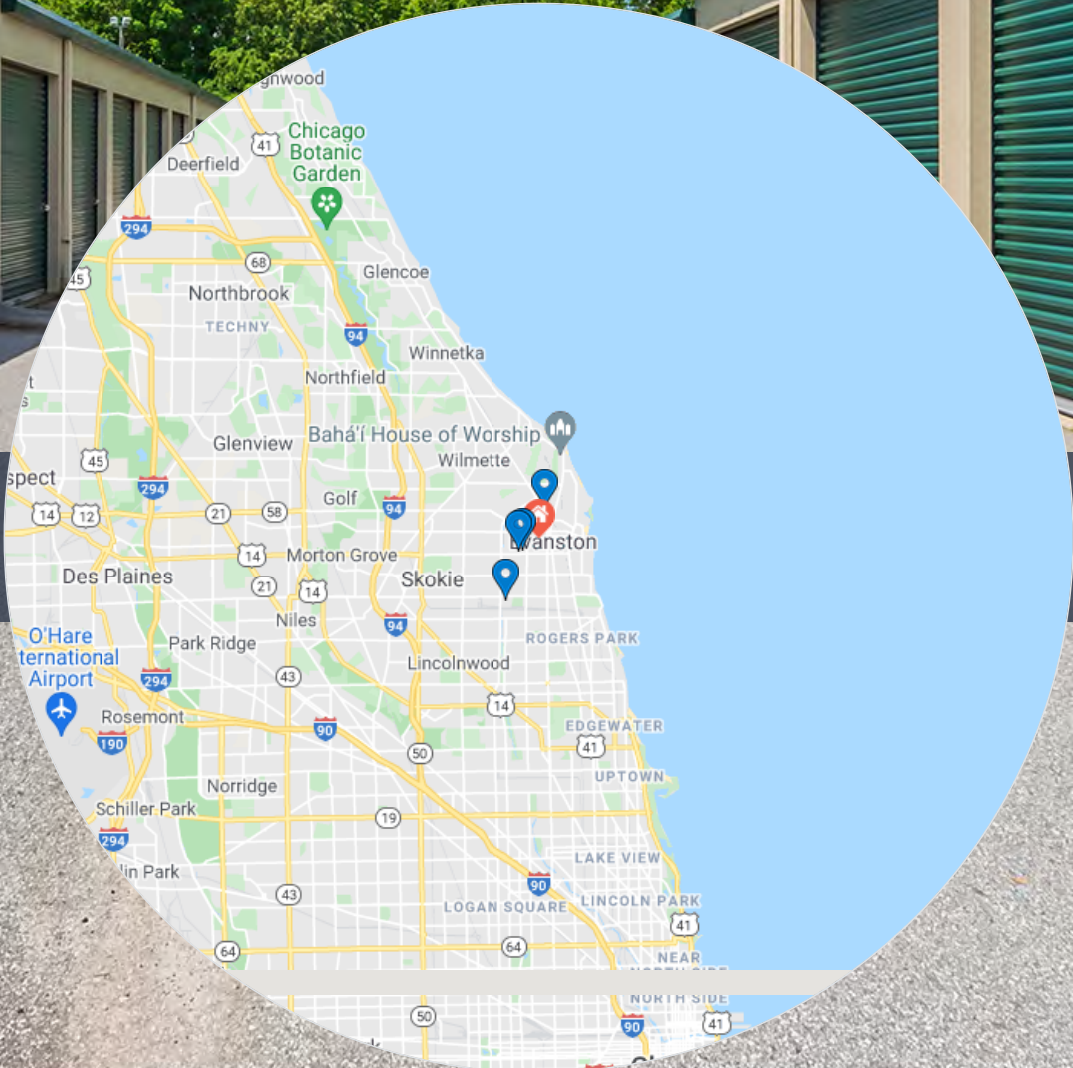
stortrack

# EXPLORER

## Market Report

Produced on Jan 17 2022

Report for:  
Evanston, IL



stortrack

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## Market Summary

**Market:** Evanston, IL

**Market Type:** City

**Comparisons are made with:** National Totals and Averages and Illinois State Total and Averages

This Market Report consists of data gathered from multiple public information sources and proprietary analysis and calculations made by StorTrack Analytics Team. The report includes sections listed below. The executive summary of this report is as follows:

	This Market	National	Illinois
No. of Stores in Market	4	55,575	1,802

### Current Supply to Market:

There is 3.10 square feet/capita supply in this market. The US national average is 7.49 sqft/capita, and the Illinois state average is 5.60 sqft/capita.

Across all unit types, there is currently 0% of inventory offline (not available). The US national figure at the moment is 38.75% of inventory offline and the Illinois state number is 37.35% offline. Therefore, comparing against national and state averages, this market's supply level could be characterized as an over-supply.

### Rate Trends in Market:

The rate in this market has trended up in the last 3 months, by 10.72%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 11.04%. The Illinois state is showing a rate trend down for the last 3 months of -2.78%.

### Use of Promotions:

StorTrack converts promotional activity into a measurable score so as to be able to make a determination if the promotional 'value' in a market is increasing or decreasing. An increase in promotional activity means the aggregate value of promotions is growing as stores offer better promotional deals to attract customers, whilst a decrease in promotional activity means the aggregate value of promotions is shrinking and less deals are being offered.

In this market, over the past 3 months, promotional activity has increased by 0.28%.

### New Developments:

There is no known new development in this market.

StorTrack is currently tracking 2,026 new developments across the USA.

## Market Snapshot

The Market Snapshot is a one-look overview of the market.

	This Market	State	National
Net Rentable Sq Ft	231,239	76,553,245	2,428,732,354
Sq Ft per Capita	3.1	5.6	7.48
Sq Ft per Household	8.16	14.81	7.67
Stores	4	1,802	55,575
New Developments	0	47	2,024
Stores opened within the last year	0	6	108
Population	74,587	13,665,508	324,697,795
Households	28,352	5,169,374	316,606,796
Rental Households	12,556	1,643,419	108,115,493
Rental Households Percentage	44.29%	33.91%	34.15%
Median Household Income	\$78,904	\$65,886	\$62,843
Average Rate per Sq Ft	\$1.54	\$1.78	\$1.86
Rate Trend (12 months)	22.57%	-2.78%	11.04%
Units Not Advertised	0%	18%	20%

## Store Types

Breakdown of all the stores within the market, broken down by total REITs (Real Estate Investment Trusts include: Public Storage, Extra Space, Cubesmart, National Storage Affiliates, Life Storage, and Global Self Storage), Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

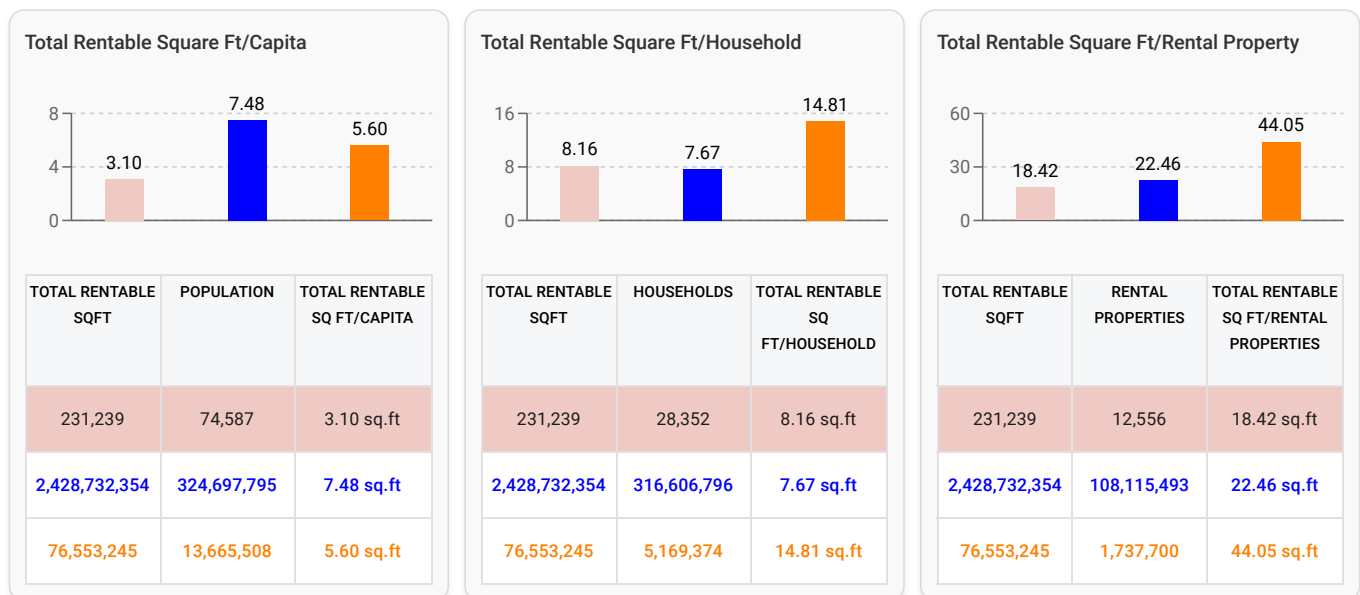
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
4	3	75.00%	1	25.00%	0	0.00%
55,575	8,415	15.14%	21,037	37.85%	26,123	47.00%
1,802	339	18.81%	671	37.24%	792	43.95%

■ This Market 
 ■ National Totals and Averages 
 ■ Illinois State Total and Averages

## Overall Market Supply Metrics

Analysis of supply metrics in the market. A side-by-side bar chart comparison, shows the Market's Total Rentable Square Footage per Capita, Total Rentable Square Footage per Household and Total Rentable Square Footage per Rental Property.

Demographic data based on the U.S. Census Bureau's 2019 American Community Survey.

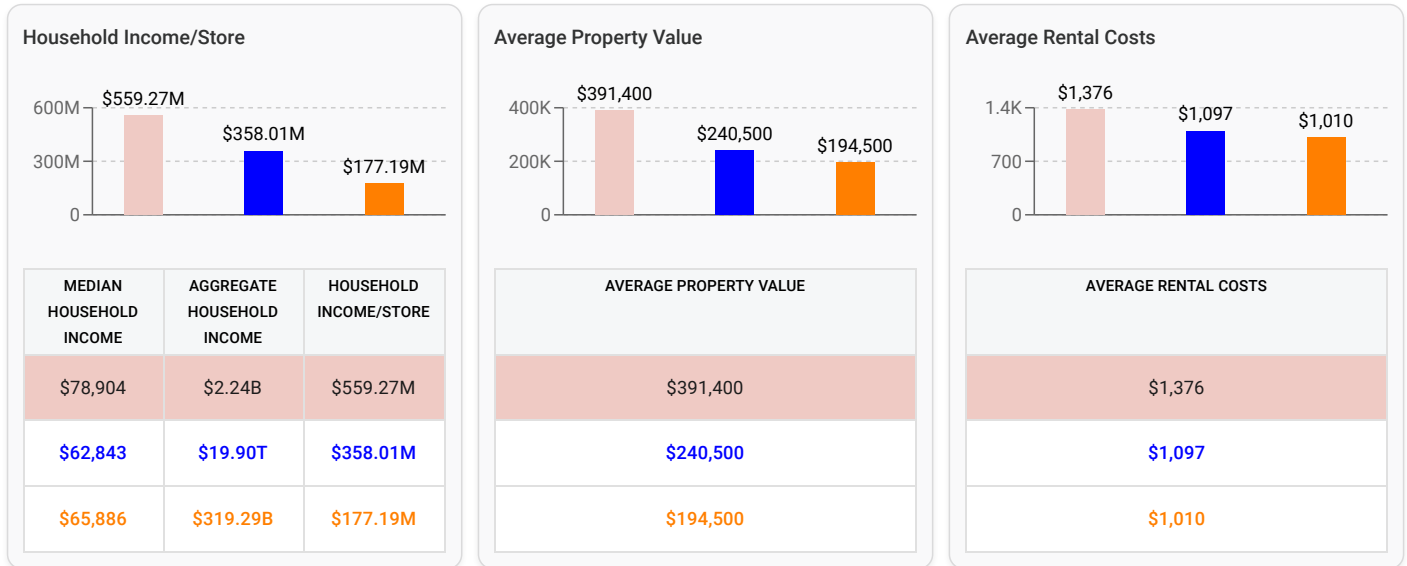


■ This Market 
 ■ National Totals and Averages 
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## Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Demographic data based on the U.S. Census Bureau's 2019 American Community Survey.



■ This Market ■ National Totals and Averages ■ Illinois State Total and Averages

## Rate per Square Foot by Unit Type

Analysis of the average rate per square foot by each of the most common unit types.

ALL UNITS	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$1.54	\$1.24	\$1.63	\$1.80	\$2.14	\$0.88	\$1.72	\$1.02	\$1.52	\$0.83	\$1.37	\$1.35	\$1.31	N/A	N/A	N/A	N/A
\$1.89	\$1.99	\$1.73	\$2.36	\$2.62	\$1.51	\$1.94	\$1.15	\$1.53	\$0.99	\$1.37	\$0.86	\$1.31	\$0.77	\$1.25	\$8.52	\$6.09
\$1.82	\$1.96	\$1.64	\$1.85	\$2.42	\$1.20	\$1.79	\$0.93	\$1.44	\$0.81	\$1.28	\$0.72	\$1.30	\$0.68	\$1.38	\$6.03	\$10.93

■ This Market ■ National Totals and Averages ■ Illinois State Total and Averages

## Average Unit Type Rates

Comparison of each of the most common unit types and the average Advertised Online rate for each.

ALL UNITS	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$134.94	\$104.43	\$144.65	\$45.00	\$53.44	\$44.00	\$86.05	\$102.00	\$151.94	\$124.00	\$205.23	\$269.00	\$261.67	N/A	N/A	N/A	N/A
\$141.97	\$129.12	\$161.37	\$59.04	\$65.62	\$75.35	\$96.93	\$114.96	\$153.07	\$148.29	\$205.58	\$171.91	\$261.82	\$229.60	\$376.39	\$117.10	\$133.17
\$130.19	\$108.84	\$155.91	\$46.22	\$60.53	\$60.12	\$89.71	\$93.02	\$143.52	\$121.39	\$192.72	\$144.41	\$260.92	\$202.93	\$413.97	\$89.00	\$112.50

■ This Market 
 ■ National Totals and Averages 
 ■ Illinois State Total and Averages

## Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

UNIT TYPES	THIS MARKET		NATIONAL TOTALS AND AVERAGES		ILLINOIS STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	4(100%)	0(0%)	34,025(80%)	8,388(20%)	1,129(82%)	247(18%)
ALL REG	2(67%)	1(33%)	28,927(71%)	11,893(29%)	900(69%)	402(31%)
ALL CC	3(100%)	0(0%)	16,225(66%)	8,296(34%)	533(70%)	229(30%)
5X5 REG	1(33%)	2(67%)	9,408(43%)	12,622(57%)	252(39%)	399(61%)
5X5 CC	3(100%)	0(0%)	10,213(52%)	9,316(48%)	361(56%)	279(44%)
5X10 REG	1(33%)	2(67%)	19,523(59%)	13,491(41%)	615(59%)	421(41%)
5X10 CC	3(100%)	0(0%)	13,104(58%)	9,466(42%)	443(62%)	266(38%)
10X10 REG	1(33%)	2(67%)	21,709(61%)	14,107(39%)	681(61%)	440(39%)
10X10 CC	3(100%)	0(0%)	13,370(58%)	9,668(42%)	446(62%)	275(38%)
10X15 REG	1(33%)	2(67%)	17,589(55%)	14,293(45%)	570(56%)	444(44%)
10X15 CC	3(100%)	0(0%)	11,174(53%)	9,865(47%)	365(56%)	285(44%)
10X20 REG	1(33%)	2(67%)	19,168(55%)	15,721(45%)	620(57%)	476(43%)
10X20 CC	2(67%)	1(33%)	9,532(49%)	9,899(51%)	308(50%)	304(50%)
10X30 REG	0(0%)	2(100%)	10,420(43%)	14,001(57%)	366(47%)	417(53%)
10X30 CC	0(0%)	2(100%)	3,284(33%)	6,662(67%)	117(33%)	236(67%)
CAR PARKING	0(0%)	1(100%)	1,525(10%)	13,841(90%)	58(11%)	455(89%)
RV PARKING	0(0%)	2(100%)	5,814(32%)	12,455(68%)	154(29%)	379(71%)

■ This Market 
 ■ National Totals and Averages 
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## Known Developments

Profile information on every property development in the market. Each development profile includes information such as development Stage, Project Type, Store Name, Owner, Address, etc.

There are no known developments in this market.

## All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.

*Total Square Feet* values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk (\*) next to their Total Square Feet value.

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

The class type is a proprietary store classification system. Facilities are categorized based on data concerning rental rates, population, median household income and more.

✔ Rate available for this unit type     
 ✘ Rate not available for this unit type     
 👁 Rate previously available, but not currently advertised

No Image Available	<b>iStorage Self Storage</b> 0.46 mile 2020 Greenwood St, Evanston, IL 60201	Total Square Feet <b>70,028 sqft</b> Rentable Square Footage <b>66,527 sqft</b> Owned by <b>National Storage Affiliates</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>2%</b>	<b>Marketing Scorecard</b> <b>40/100</b> Contactability <b>11/11</b> Paid Search <b>5/35</b> Search <b>4/15</b> Social Media <b>1/14</b> Website <b>19/25</b>										
Monday - Friday	<b>10:00 AM - 06:00 PM</b>												
Saturday	<b>10:00 AM - 05:30 PM</b>												
Sunday	<b>Closed</b>												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
👁	✔	👁	✔	👁	✔	👁	✔	✔	✔	✘	✘	✘	✘



## All Stores List Continued

<span style="color: green;">✓</span> Rate available for this unit type		<span style="color: red;">✗</span> Rate not available for this unit type		<span style="color: grey;">✎</span> Rate previously available, but not currently advertised									
<b>U-Haul Moving &amp; Storage of Evanston</b> 0.56 mile 2125 Dempster St, Evanston, IL 60201 Monday - Thursday <b>07:00 AM - 07:00 PM</b> Friday <b>07:00 AM - 08:00 PM</b> Saturday - Sunday <b>07:00 AM - 07:00 PM</b>		Total Square Feet <b>43,909 sqft</b> Rentable Square Footage <b>41,713 sqft</b> Owned by <b>U-Haul International Inc.</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>10%</b>		<b>Marketing Scorecard 35/100</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>1/15</b> Social Media <b>2/14</b> Website <b>21/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	✓	✗	✓	✗	✓	✗	✎	✗	✗	✗	✗
<b>Public Storage</b> 0.63 mile 2050 Green Bay Road, Evanston, IL 60201 Monday - Sunday <b>09:30 AM - 05:00 PM</b>		Total Square Feet <b>60,856 sqft</b> Rentable Square Footage <b>51,727 sqft</b> Owned by <b>Public Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>27%</b>		<b>Marketing Scorecard 47/100</b> Contactability <b>8/11</b> Paid Search <b>9/35</b> Search <b>8/15</b> Social Media <b>1/14</b> Website <b>21/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗
<b>CubeSmart Self Storage of Evanston</b> 1.62 miles 2484 Oakton St, Evanston, IL 60202 Monday - Sunday <b>09:30 AM - 06:00 PM</b>		Total Square Feet <b>83,850 sqft</b> Rentable Square Footage <b>71,272 sqft</b> Owned by <b>CubeSmart Self Storage</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>12%</b>		<b>Marketing Scorecard 40/100</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>7/15</b> Social Media <b>1/14</b> Website <b>21/25</b>									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✎	✗	✗

## StorTrack's Marketing Scorecard

The StorTrack Marketing Scorecard is a scoring mechanism for judging the activity and effectiveness of a Store's local marketing. This enables us to create a methodology for comparison and competitive insight.

The Scorecard is created by monitoring five different areas of a Store's marketing activities. StorTrack has created a weighted scoring process for each of these five categories. The category scores are what you see on the Marketing Scorecard page.

### Website (25 Points)

The Website Content scoring is based on the availability of the below factors: Multiple pages, Navigation, Photos, Video, Map/Directions, Reviews/Testimonials	0-7 Score
Online Pricing for the store is based on the pricing data available online and the volatility.	0-7 Score
Online promotions is based on the promotion advertised for the unit types and on the Home page of the store website.	0-5 Score
The Metadata score is based on the search options available for finding a location, a sitemap, a search box to identify a specific page, etc.	0-3 Score
Direct booking engine is scored based on the website ability to complete an online rental/reservation.	0-3 Score

### Search (Nonorganic) (35 points)

The score for the store is determined based on the order of the search result occurrence and the a results within the Advertisement content section on the first page of the search results. The scores are listed below based searching on the following platforms with the keywords "self-storage [city name]".

Additionally we check if the store is listed on an aggregator website like Sparefoot, SelfStorage.com, Storagefront, etc.

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-8 Score
Buys Yelp Ads	0-5 Score
Buys YellowPages Ads	0-5 Score
Listed on aggregator	0-5 Score

**Search (organic) (15 points)**

The score for the store is determined based on the keywords "self-storage [city name]" and if store appears on the first page of the search results.

First Page on Google	0-4 Score
First Page on Bing	0-3 Score
First Page on Yelp	0-3 Score
First Page on YellowPages	0-3 Score
GoogleMaps	0-2 Score

**Social Media (14 points)**

The social media score is based on the availability of the company profile, location specific profile, and posts within the last week and last month.

Facebook	0-7 Score
Twitter	0-7 Score

**Contactability (11 points)**

This score is based on the ease and methods to contact the store.

Contact Form/Direct Phone Number	0-3 Score
24/7 Customer Support Center	0-3 Score
Chat Support on Website	0-2 Score
1-800/Toll Free Number	0-3 Score